

## Message Text

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61

ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 R

DRAFTED BY COM/SAD/CJOHNSON/GS  
APPROVED BY EB/OCA/CM/LAKLIEFORTH  
COM/SAD/JEMURRIN  
COM/NE/CBARRETT  
COM/DM/HHEIKENEN  
EUR/RPE/RBRESSLER (INFO)  
EB/OCA/CD:JRABENS

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P 232206Z JUN 75

FM SECSTATE WASHDC

TO AMEMBASSY THE HAGUE PRIORITY

UNCLAS STATE 147333

E.O. 11652: NA

TAGS: BEXP, NL

SUBJECT: IN-STORE PROMOTIONS - BLOKKER

REF: THE HAGUE 2866

1. JOHNSON/JELLEY TELCON 6/11/75. BLOKKER'S MISASSUMPTIONS OF COMMERCE'S IN-STORE PROMOTION GUIDELINES NOT ACCEPTABLE. GUIDELINES EXPLAINED TO BLOKKER IN DETAIL AND DETAIL AMSTERDAM SEPTEMBER 1974 AND AT HOUSEWARES EXPOSITION CHICAGO JANUARY 1975. HIS PERCEPTIVE QUERIES RE GUIDELINES LEFT NO AMBIGUITY THAT BLOKKER ACQUIRED EFFECTIVE COMPREHENSION OF REQUIREMENTS, E.G. NECESSITY OF SPECIFIC AMERICAN PROMOTION AND CONTRACT OBLIGATIONS RE REPORTING.

2. COMMERCE WILL NOT REIMBURSE BLOKKER 10 PERCENT ON 130,000 DOLLARS MERCHANDISE IT PURCHASED AND PROMOTED WITH 3,000,000 DIRECT MAIL CIRCULARS AS BLOKKER POSSESSED NO AUTHORIZATION TO CARRY OUT PROMOTION. STATEMENT THAT CHARLES JOHNSON ASSERTED THAT 10 PERCENT WOULD BE RE-UNCLASSIFIED

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IMBURSED OUT OF FY'76 FUNDS IS AN ERROR; NO SUCH STATEMENT WAS EVER MADE. IT APPEARS THAT BLOKKER THOUGHT THAT COMMERCE FUNDING WAS A 10 PERCENT DISCOUNT ON PURCHASES

INSTEAD OF A REIMBURSEMENT FOR PROMOTING U.S. CONSUMER

GOODS AT A SPECIFIC SALES EVENT.

3. HOWEVER, COMMERCE FAVORS WORKING WITH BLOKKER AS A  
FY'76 DIRECT MAIL PROMOTION, BUDGET PENDING, AND WILL  
CONTACT THAT ORGANIZATION IN CHICAGO JULY IF BLOKKER  
ATTENDS NATIONAL HOUSEWARES EXHIBITION.

4. INTERIM, AS AGREED TELCON 6/11/75, JOHNSON/JELLEY  
PRUDENT TO ALLOW MATTER REMAIN LIMBO UNTIL COMMERCE  
FY'76 BUDGET LEVEL BEEN DETERMINED BEFORE RETURNING TO  
BLOKKER WITH SUBSTANTIVE OFFER FOR FY'76 DIRECT MAIL  
PROMOTION. ANOTHER COURSE MIGHT EXACERABATE BLOKKERS  
ANXIETY. INGERSOLL

UNCLASSIFIED

<< END OF DOCUMENT >>

## Message Attributes

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**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Review Authority:** ShawDG  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 13 FEB 2003  
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